

PHILIP MORRIS USA

INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NEW YORK 10017

TO: Carl Baca
FROM: Eileen Schneidman
SUBJECT: 5/95 Racing Follow-up DM

DATE: 3/13/95

The following brief will detail the creative needed for the 5/95 Racing Follow-up mailing.

OBJECTIVE: Extend Racing imagery throughout year, beyond race day

STRATEGY: Provide additional value/offers for Marlboro Team Penske Membership Card.

AUDIENCE:

- 2.2 million Marlboro, Camel and Winston smokers, 21-44
- Live within 100 mile radius of Race
- Already received Local Race Mailing

OFFERS:

- Annual Marlboro/US Auto Club membership
 - Benefits comparable or better than AAA for half the price (see attached)
 - \$24.99 consumer price
 - Consumer uses Marlboro Racing Card as US Auto Club card

- Free T-shirt
 - \$5.00 plus 5 pack UPCs
 - Same as Miami Racing T-shirt

- Special Marlboro price for 6 month or 12 month subscription

- Magazines: SI, Racer, Indy Car Racing, On Track or Autoweek

- SI: 6 mos subscription, 26 issues for \$.99 each or ~~\$26.74~~

- Racer: 12 mos subscription, \$10.50 vs. regular price \$29.97

- Indy Car Racing: 12 mos subscription, \$12 vs. regular price \$29

- On Track: 12 mos subscription, \$23.50 vs. regular price \$33.97

- Autoweek: 12 mos subscription, ~~\$23.50~~ vs. regular price ~~\$33.97~~ **28.00**

- Still exploring the following offers:

- Mobil products

- Goodyear Service Centers

ELEMENTS

OE (3rd Class)

Letter with attached Order Forms and/or Response mechanism (i.e.. 800 #)

Offer Sell Piece

2041334766

3 versions

**PRIMARY
COMMUNICATION** Marlboro Team Penske

**SECONDARY
COMMUNICATION** Marlboro Team Penske Membership Card additional offers (in this order)

- US Auto Club
- T-shirt
- Magazine subscription (s)
- Mobil/Goodyear offers (TBD)

**CREATIVE
CONSIDERATIONS** The purpose of this mailing is to continue to promote Marlboro Racing well beyond race day. Please include creative that supports this, as well as a reminder to support the Team for the remainder of the season (or into the next season for the later mailings).

We will not be delivering another Membership Card to consumers in this mailing. Although we've told them in the Local package to hold onto their cards, please clearly advise consumers how they can get a replacement card.

We will need to devote plenty of creative space to the offers simply because they are more involved than those in the Local package. Please consider a free standing offer sell piece (not connected to the letter) that reinforces Racing and is unique. Typically, consumers go straight for the "brochures" in mailings, so make this piece involving (unusual diecuts?).

US Auto Club annual membership is the primary offer in this mailing. Please stress that consumers are getting all the benefits of AAA at 1/2 the price (currently, Legal is fine with this reference) AND that US Auto Club is a heavy hitter among auto clubs (3rd largest in the country, AAA is 1st). Please don't overwhelm consumers with benefits but do touch on the most popular/utilized: Emergency Roadside Assistance, Hotel and Car Rental Discounts and Mapping Service.

Consumer can order one or more of the magazines. Stress that magazines are being offered at a "Marlboro special price". Please keep magazine sell copy to a minimum. Your media department can supply you with each magazine's positioning lines.

Response devices:

| | | |
|--------------------|---------------------|--------------------------------|
| Marlboro Auto Club | 800 # or order form | Visa/MC, check, or money order |
| T-shirt | order form | UPCs, check or money order |
| Subscription | order form | check or money order |
| Mobil | TBD | TBD |
| Goodyear | TBD | TBD |

• nationwide
• no direct
comparison
to Triple A
"similar"
"oldest"
more sell copy
on US Auto Club

new subscribers
only

POS #

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TIMING

Deliver Follow-up mailing 5/15/95 to the following 7 race markets:

- Miami
- Phoenix
- Long Beach
- Nazareth
- Milwaukee
- Detroit
- Portland

Remaining 6 markets receive Follow-up mailing one ^{day}~~month~~ after race:

- | | |
|----------------|----------|
| - Elkhart Lake | 8/9/95 |
| - Cleveland | 8/23/95 |
| - Brooklyn | 8/30/95 |
| - Lexington | 9/13/95 |
| - Loudon | 9/20/95 |
| - Monterey | 10/10/95 |

BUDGET

\$1.00 per mailing

NEXT STEPS

Comps, costs and timing to PM 3/31

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